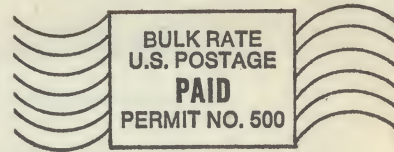


*The point of the
FREE
pen enclosed...
...is to show you the
sharpest new idea in
Christmas cards!*



THEODORE NELSON

VASSAR COLLEGE
POUGHKEEPSIE

NY 12601

Attention Christmas Card Buyer



1 CONTINENTAL AVENUE ■ FOREST HILLS, NEW YORK 11375

Dear Christmas-Card-Sender:

Here's a sample of an exciting new way for you to remember the many people you deal with throughout the year ... a unique way to send your personal good wishes during the Holiday Season.

Now there's no need for you to send just an ordinary Christmas card that will undoubtedly be forgotten right after it's opened.

Instead, this year send everyone on your list the fabulous PEN-'N-CARD, and let your gesture of good will mean something.

It will mean something special to your friends and associates, customers and suppliers, because they'll know you really thought about them ... thought enough of them to send not only a specially designed Currier & Ives card, but a handsome engraved cap pen they'll really be proud to own.

It will mean something special to you because they'll appreciate your holiday wishes not just for a moment or two, but every time they use the handsome pen you sent them.

Sounds expensive, doesn't it? Read on ... the best is yet to come.

Each card (and matching envelope) is yours for less than 20¢ ... or about what you'd pay for ordinary cards. And the pens? The pens are free. That's right, the pens are FREE! And in addition, you can have your own four line imprint on the barrel, still absolutely without cost.

Look at the enclosed sample again. Isn't it about time for you to add something new to the age-old custom of sending holiday greetings?

(Over, please)

Your sample pen is handy ... so why not use it on the enclosed post-paid order form? Just write in your name, address, and the imprint you want on your pens. I'll rush your cards and free pens to you in plenty of time for early, pre-Christmas addressing.

Sincerely,

Dan Gilbert
Sales Promotion

P.S. EXTRA FREE GIFT. If you'll help me beat our holiday rush ... if your order is received within 10 days, I'll return the favor and send you as a special bonus the Rocket Rainbow Pack -- an unusual collection of 12 fineline porous point pens in 12 brilliant colors. This is a \$2.98 value -- so why not send in your order now!

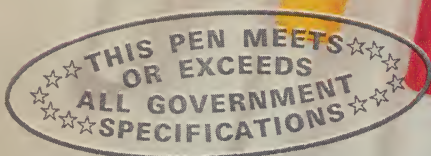


YOURS
free
if your order is received
in 10 days

12 Color Rainbow Pack

A THOUSAND AND ONE USES!

Use your 12 Color Rainbow Pack to address your greeting cards . . . to sign and decorate your presents . . . to sketch, to doodle in technicolor . . . to color-key budgets or projects or labels . . . to decorate place settings for holiday parties . . . to delight a child on your gift list. Your 12 Color Rainbow Pack is versatile, useful and fun! You'll love it!



The General Services Administration buys this same style Pen for use in Federal Agencies throughout the U.S.A. because . . .

IT MEETS OR EXCEEDS ALL GOVERNMENT SPECIFICATIONS FOR:

- NIB STRENGTH • DRYING TIME • SHELF LIFE • ACCELERATED AGING
- WRITING CHARACTERISTICS • NON-TRANSFERABILITY
- WATER RESISTANCE • BODY & CAP TIGHTNESS • IMPACT RESISTANCE
- STARTABILITY • LIGHT FASTNESS

The government requires 2,500 feet of write-out. The Fineline Marker delivers 4,000 feet! Its exclusive Poro-tech point with new arrowhead construction insures that you will get every inch of write-out that the pen can give. The molded fluorocarbon nib will write the same smooth fineline at the end of the 4,000 feet as it did when the pen was new. It cannot split or fray, ever!



**PORO-TECH POINT
CONSTRUCTED
TO STAY FINE!**



**FOR DOODLING,
SKETCHING,
MARKING & WRITING!**



Your Permaline Pens feature:

***ENGRAVED GILDED CAP** with vertical lines

***FOOL-PROOF RATCHET MECHANISM**, scientifically tested to be good for over 500,000 strokes

***MASSIVE METAL PLUNGER**, contoured for easy, jam-proof operation

***POLYPROPYLENE CARTRIDGE** containing bank-approved, hi-detergent inks good for almost one MILE of writing pleasure

***QUICK STARTING STAINLESS STEEL POINT** that writes smoothly, crisply, easily every time, without leaking, without skipping

***PRECISION BRASS SOCKET** engineered to a tolerance of less than one-tenth of one thousandth of an inch

***VIRGIN BUTYRATE BARREL** with the elegant look and feel of the most expensive precision writing instruments

IMPORTANT NOTE:

Your imprint will be *porcelainized* at no extra charge. Your special message will be heavily lacquered for clear and permanent visibility.

CURRIER AND IVES

The most famous name in American lithography . . . a household word for the traditional American scene for over 100 years. This fine print, exclusively available through arrangements with the Bettmann Archive, is from an original 1861 Currier and Ives engraving entitled "Winter Scene".

Your good taste and thoughtfulness will be long remembered with this exquisite holiday greeting.

GUARANTEE

If you are not completely satisfied—if our pens or cards fail to meet your expectations in any way whatsoever—simply return them within 10 days for full credit.



Yes,

14-XDSBJ

CREDIT OK

send me your exclusive Currier and Ives Greeting cards and my free imprinted Permaline pens. (I understand that if my order is received within 10 days that you will also send me free the complete 12 color Rainbow Pack.)

CHECK ONE:

- ☐ 150 cards, envelopes and pens (@ 19¢ each)
- ☐ 250 cards, envelopes and pens (@ 18¢ each)
- ☐ 500 cards, envelopes and pens (@ 17½¢ each)
- ☐ 1,000 (or more) _____ cards, envelopes and pens (@ 17¢ each)

Please specify barrel color. Check one:

- ☐ Red ☐ Black ☐ Blue
- ☐ Green ☐ Assorted

YOUR IMPRINT FREE ON ALL PENS (limited to 4 lines, 30 characters per line) TYPE OR BLOCK PRINT COPY HERE

SEND TO:

Name _____

Address _____

City _____

State _____

Zip _____

YOUR SATISFACTION GUARANTEED BY BUSINESS AIDS, INC.

FIRST CLASS
PERMIT NO. 9058
FLUSHING, N. Y.

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY

**BUSINESS
AIDS, INC.**

1 CONTINENTAL AVENUE
FOREST HILLS, NEW YORK 11375

